# ABSTRACT

Systems and methods are provided to facilitate transactions. An indication associated with an item is received from a player, and a game event outcome associated with the player is determined. For example, a player may indicate that he or she is interested in receiving a free soft drink at a fast food restaurant, and a payout amount associated with the player's instant lottery ticket may be determined. It is then arranged for the player to receive the item based on information associated with the item and the game event outcome.

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